GRETSCH GUITARS

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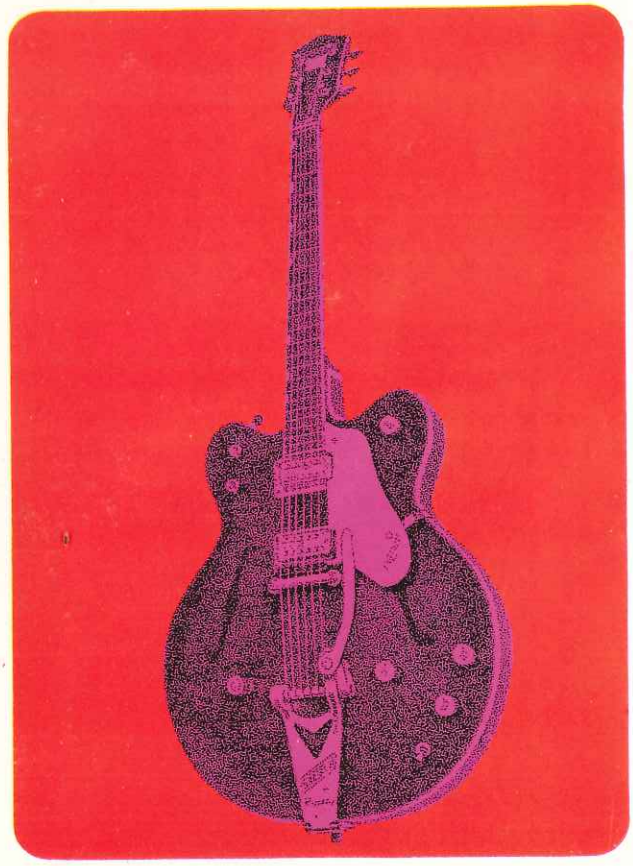
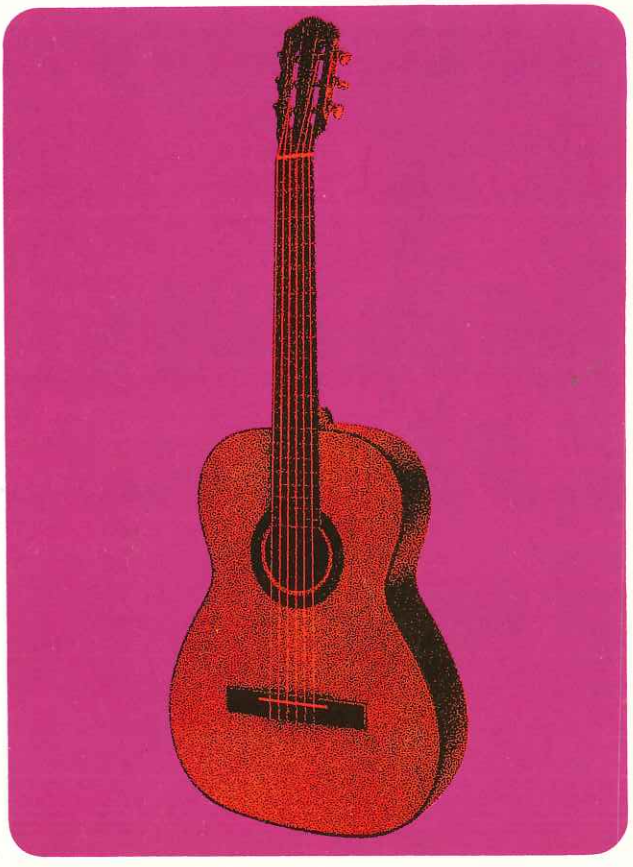
ELECTRIC [Hollow•Solid] • FLAT TOP • FOLK • CLASSIC





THE FRED. GRETSCH MFG. CO.

CATALOG NO. 31

NO ONE CAN COMPARE WITH CHET ATKINS...

Ask for *Chet Atkins' Style for Guitar Vol. 1,* illustrating Chet's unique finger styling: #9350, ea. $1.50B

His name is famous all over the world . . . so is his unique playing style. Every year adds to his tremendous number of admirers through personal engagements and the ever increasing number of his RCA Victor Albums.

. . . No other guitars can match the exclusive new Gretsch Chet Atkins Guitars.

Chet's ideas have combined with the Gretsch guitar specialists skills to produce a spectacular new series — all featuring the exclusive Gretsch Electrotone Hollow body for the resonance Chet requires for his great performances. All brilliant new colors, padded backs (cushioned for comfort during those long sets).

Each model has Chet's own personal touch built right in, for real modern tone and styling . . . exceptional playing ease . . . distinctive good looks that are hard to beat!

CHET ATKINS' GUITARS *(from left to right)* PX 6122 Country Gentleman PX 6119 Tennessean PX 6120 Hollow Body

Copyright 1963 The Fred.Gretsch Mfg. Co., 60 Broadway, Brooklyn 11, N. Y., 218 South Wabash Avenue, Chicago 4, Illinois

EXCLUSIVE GRETSCH FEATURES—FOUND ON CHET ATKINS AND OTHER MODELS

- Neo-Classic fingerboard wtih inlaid mother-of-pearl half-moon inserts. No obstructions to mar your playing. Smooth playing surface, the entire length of fingerboard.
- Built in Gretsch Bigsby Tremolo and Tailpiece for exciting tonal effects; single tones or full chords sustain with beautiful tremolo.
- New Gretsch Filter'Tron heads that *eliminate all electronic hum* . . . give only pure guitar sound.
- Gretsch adjustable rod-Actionflo neck, for the most comfortable feel, the greatest playing ease in guitars today.
- Gretsch "action-flow" fret nut . . . allows you to play at fret level from one end of fingerboard to the other . . . no more string nuts that are too high or too low.
- Exclusive Padded Back, cushioned for comfort. • Standby switch. • Built in Muffler.
- Special Chet Atkins thin-gauge strings • Chet Atkins designed easy-playing neck.

GRETSCH CHET ATKINS COUNTRY GENTLEMAN GUITAR

The handsome showpiece of the fabulous Gretsch Chet Atkins line — the new slim Country Gentleman with the styling and tone that have made it the most desired electric guitar in the world. Slim 17" Electrotone Hollow body with simulated "F" holes, new Double cutaway for ease of playing. Deluxe High Ratio enclosed gears. Gold plated Gretsch Bigsby Tremolo and Tailpiece. Adjustable rod-Actionflo neck. Satin ebony Neo-Classic fingerboard. 24-karat gold plated metal parts. Gretsch Filter'Tron twin electronic heads. Built in Double Muffler. Standby switch. Leather shoulder strap. Padded Back, cushioned for comfort. Rich mahogany-grained

PX6122 Gretsch Chet Atkins Country Gentleman Electric Guitar **(See in color on opposite page)** .....

GRETSCH CHET ATKINS HOLLOW BODY GUITAR

The original and one of the most popular Chet Atkins guitars made — the Hollow Body sets the standard for the guitar world. New slim 16" Electrotone Hollow Body with simulated "F" holes, new Double cutaway for ease of playing. Gretsch Filter'Tron twin electronic heads. Built in Muffler. Standby switch. Gretsch Bigsby Tremolo and Tailpiece. Adjustable rod-Actionflo neck. Curly maple body and neck beautifully finished in highly polished amber red. Satin ebony Neo-Classic fingerboard. Leather shoulder strap. 24-karat gold plated metal parts. Padded Back, cushioned for comfort.

PX6120 Gretsch Chet Atkins Hollow Body Guitar **(See in color on opposite page)**

GRETSCH CHET ATKINS TENNESSEAN GUITAR

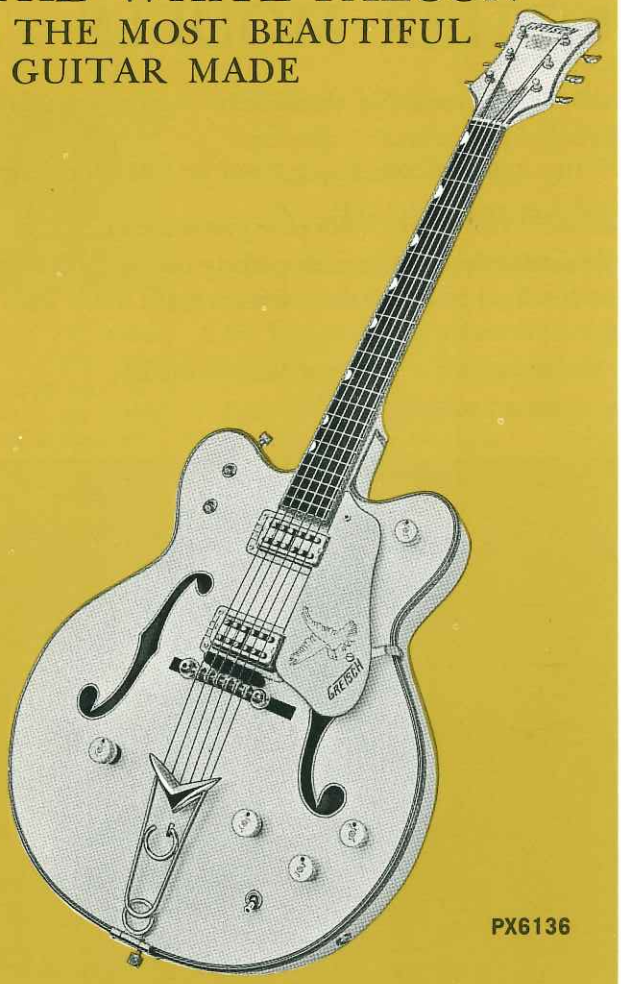
The famous Chet Atkins sound and distinctive styling make the Tennessean an all time favorite. New slim 16" Electrotone Hollow body with simulated inlaid "F" holes. Gretsch adjustable rod-Actionflo neck. Neo-Classic fingerboard. Gretsch Bigsby Tremolo and Tailpiece. Double Hi-Lo'Tron Pick-up. Standby switch. New dark cherry finish. Chrome plated metal parts. Leather Shoulder strap.

PX6119 Gretsch Chet Atkins Tennessean Electric Guitar **(See in color on opposite page)** .....

Gretsch's more than three-quarters of a century experience: written
Guitar Guarantee protects you against defective materials or workmanship.

THE WHITE FALCON

- THE MOST BEAUTIFUL GUITAR MADE



PX6136

No guitar can catch its eye stopping white and gold beauty or its rainbow of tonal colors. It is the ultimate guitar. No expense has been spared to make it what it is. The guitarist who must have the best will have no other. There is no other.

The "White Falcon" features a slim 17" double cutaway gleaming white body with 24-karat gold plated metal parts, with multiple binding thru-out body and neck. Special "White Falcon" tailpiece. Finished in white lacquer; hand rubbed to a high luster. Satin ebony Neo-Classic fingerboard. Gretsch Deluxe High Ratio gears. Double Filter'Tron pickup. Double Muffler. Standby switch. Padded back for extra comfort.

PX6136 Gretsch White Falcon Guitar with standard Gretsch electrification. 24-karat gold-plated metal parts Also pictured above **(see in color on inside back cover)** .....

54 tone color variations available at the flip of a switch! Made possible by four split Filter'Tron heads . . . two bass; two treble which you can custom-blend in nine different settings. Three-way bass and treble tone-color switches provide six tone settings for each head combination.

PX6137 Gretsch White Falcon Guitar with Super Project-O-Sonic electrification. 24-karat gold-plated metal parts **(not illustrated)** .....

COUNTRY CLUB

- HOLLOW BODY
- TWIN PICK-UPS
- CUTAWAY

PX6192

This 17" cutaway fully arched hollow body guitar more than ever represents the ultimate in rich resonant guitar sound and instant response . . . with Gretsch adjustable rod-Actionflo neck for that extra playing ease. Twin Filter'Tron electronic heads eliminate electronic hum — assure pure guitar sound. Space Control bridge gives custom string adjustment for every playing style. Gretsch Deluxe High Ratio individually covered machines. New built in Muffler and Standby switch. Satin ebony Neo-Classic fingerboard. 24-karat gold-plated metal parts. Padded Back, cushioned for comfort. Finish is hand polished to gleaming brilliance.

PX6192 Gretsch Country Club Electric Guitar in shaded golden sunburst **(see in color on inside back cover)** .....

PX6193 Gretsch Country Club Electric Guitar in clear natural finish **(not illustrated)**

PX6196 Gretsch Country Club Electric Guitar in Cadillac green **(not illustrated)** .....

Also Available in PROJECT-O-SONIC STEREO
PATENT #2694985

ANNIVERSARY ELECTRIC GUITAR

HOLLOW BODY • CUTAWAY

PX6125

PX6117

Gretsch "features of the future" make the new Anniversary models stand-out buys for the discerning guitarist. Distinctive modern styling of this trim 16" cutaway body includes exclusive Neo-Classic fingerboard. Gretsch adjustable rod-Actionflo neck. Built in Hi-Lo'Tron electronic heads for pure Gretsch guitar sound at all times. Space Control bridge. Chrome plated metal parts. Leather shoulder strap. Double Anniversary models feature a bound fingerboard and both Anniversary models feature a Gretsch Tone Twister for that exciting tremolo effect.

PX6124 Gretsch Anniversary Electric Guitar in shaded golden sunburst. Single pickup **(not illustrated)** .....

PX6125 Gretsch Anniversary Electric Guitar in two-tone "Smoke Green". Single pickup. **(See in color on inside back cover)** .

PX6117 Gretsch Double Anniversary Electric Guitar in shaded golden sunburst. Twin pickup .....

PX6118 Gretsch Double Anniversary Electric Guitar in two-tone "Smoke Green". Twin pickup **(not illustrated)** .....

All Anniversary models available in two-tone "Tan".

Gretsch's more than three-quarters of a century experience: written Guitar Guarantee protects you against defective materials or workmanship.

THE GREAT GRETSCH "JET" SOLID BODY ELECTRIC GUITARS

Gretsch solid body guitars are in a class by themselves. The finest woods are carefully selected, carved and shaped to the most perfect form for your ease of playing. Finished in brilliant flashing colors with sleek, modern design, they command attention wherever they are played.

With the most advanced components, each instrument is a revelation of electronic perfection. The Jet series offers ultra-fine projection and sustaining power, unlimited tonal coloring with truly brilliant highs. Yet the Jets are amazingly compact! Only 13½" wide and a slim 1½" deep. Perfect travelling companions to take wherever you go.

Exclusive Gretsch Filter'Tron electronic heads eliminate *all* electronic hum. You get pure guitar sound. Gretsch adjustable rod-Actionflo neck. Smooth, unobstructed Neo-Classic fingerboard. Individual machines with slip-proof metal buttons. Exclusive Space Control bridge for split-hair string adjustment. Gretsch Tremolo and Tailpiece.

JET FIRE BIRD

- A FLASHING SHOWPIECE
- EXCLUSIVE GRETSCH TREMOLO

The Jet Fire Bird represents the epitome of solid body guitar construction. Here are all the advantages of compact size, solidity, and eye-catching beauty plus the unrivalled tone production of electronic perfection.

Two tone Double cutaway body and neck finished in ebony contrasting with striking Jet Fire Bird red top. 24-karat gold-plated metal parts. Standby switch and exclusive Gretsch vibrato for that tremolo effect.

PX6131 Gretsch Jet Fire Bird Solid Body Electric Guitar **(See in color on inside back cover)** .....

DUO JET

- A STRIKING BLACK BEAUTY
- GOLD PLATED
- EXCLUSIVE GRETSCH TREMOLO

The Duo Jet's striking good looks and superb tone production have made it a stand out performer in every corner of the world. Its compact size allows it to be taken anywhere the guitarist goes.

Double cutaway body with beautiful gleaming black top and mahogany sides and back. 24-karat gold-plated metal parts. Standby switch and exclusive Gretsch vibrato for that tremolo effect.

PX6128 Gretsch Duo Jet Solid Body Electric Guitar .....

THE PERFECT WAY TO MATCH YOUR GUITAR'S COLOR WITH YOUR BAND'S COLOR.

The Duo Jet is available on special order with spotlight sparkle finish top in the following popular colors: Silver, Gold, Champagne, Burgundy, Tangerine . The price is the same as for the standard Duo Jet electric quitar.

CORVETTE

- NEW CURVED SHAPE WITH CARVED EDGES
- SOLID MAHOGANY IN CHERRY RED FINISH

PX6134

Corvette with its dashing double cutaway design brings the critical guitarist the full Gretsch tone and unrivalled ease of playing. This full toned compact instrument is bound to be the envy of musicians everywhere.

Designed for speed and fingering ease in the high register with neck joined to body at 21st fret. Solid Mahogany neck and body with 24½" scale. Body finished in brilliant Cherry Red. Rosewood fingerboard. Adjustable truss rod neck. Full protection guard plate. Gretsch Hi-Lo'Tron electric pick-up. On model PX6134(5) the exclusive Gretsch Vibrato for that exciting tremolo effect. Leather shoulder strap. Chrome plated metal parts. Body size only 13½" x 1½" x 39" long.

PX6132 Gretsch Corvette Guitar in Cherry Red, single pickup **(not illustrated)** .....

PX6134 Gretsch Corvette Guitar in Cherry Red with exclusive Gretsch Vibrato, single pickup .....

PX6135 Gretsch Corvette Guitar in Cherry Red with exclusive Gretsch Vibrato and Double Pickup **(not illustrated)** .....

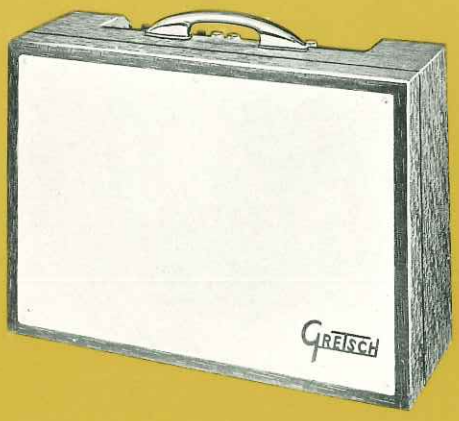
THE WIDE RANGE OF GRETSCH PROFESSIONAL AMPLIFIERS

Every Gretsch amplifier—from the famous Chet Atkins to the popular Playboy and powerful Compact model—has been exhaustively tested by top professionals under varying performance conditions. And their exacting requirements have been built into every unit.

As a result, Gretsch amplifiers far exceed the tonal requirements, offer greater power output and precision with the largest possible speaker combination, and are extremely rugged.

These are only a few of the most popular Gretsch Amplifiers. For more information write in for the complete illustrated Gretsch amplifier Catalog.

THE DUAL-BASS AMP
ONE OF THE MOST POPULAR AMPS EVER MADE



And for good reason too! The Dual-Bass-Amp has everything the musician wants — *double*. Designed for perfect reproduction of a great variety of instruments — string, bass, accordion, guitar, and others — the Dual-Bass-Amp is a major break-through in bass tone amplification.

Twin custom made 12″ Jensen speakers, Dual bass channels and 37 watt true output!

26″ and 18″ and only 9½″ deep, the Dual-Bass-Amp combines power and rugged compactness featuring: Built-in tremolo, Heavy-duty power, Convenient control panel, Attractive cabinet of lock corner construction, covered with scuff-proof vinyl.

6159 Gretsch Dual Bass Amp (110 V. 60 C. A.C.) .....

6426 Mackintosh Open End Cover .....

THE POPULAR "PLAYBOY"

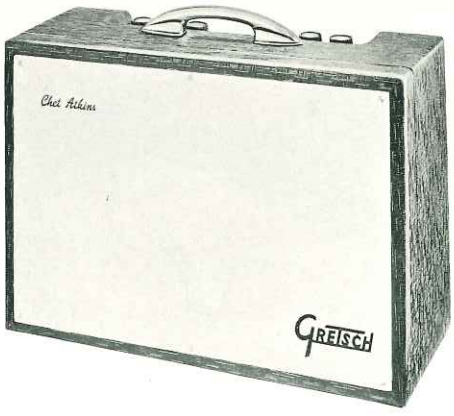
Powerful multi-purpose amp with tremolo feature found in more expensive models.

The Playboy's popularity is well deserved. It will reproduce a great variety of instruments with great fidelity, clean highs with resonant bass.

Heavy duty 10″ speaker — 17-19 watts — true power — with features found in more expensive models: Separate wide range tremolo circuit. Remote control. Excellent reproduction. Full constant volume. Standby switch. Convenient chrome control panel. Beautiful vinyl coated cabinet with silver inlay and lock corner construction.

6156 Gretsch Playboy Amplifier (110 V. 60 C. A.C.) Size: 18″ wide, 16″ high, 8½″ deep...

6421 Mackintosh Open End Cover .....



THE GRETSCH CHET ATKINS AMPLIFIER

A truly great amplifier, designed by the incomparable Chet. Sound variations never before available with that "clean-tone" — both Chet Atkins' trademarks.

Concert hall tone. Dual channels. Twin Jensen special curve 12" speakers. Powerful 37 watt output. Super treble brilliance switch. Treble and bass boosters. Split boosters. Split chassis. Reverse line switch. Electric tuner system. Built-in tremolo.

6160 Chet Atkins Amplifier (110 V. 60 C. A.C.) Size: 26" wide, 18" high, 10½" deep....

6424 Mackintosh Open End Cover .....

THE DUAL-TWIN

Designed with new powerful Twin custom made 10" Jensen speakers and 5" tweeter—yet portable. The Dual-Twin features built-in tremolo, 19 watt true output, top mounted control with a durable handsome cabinet. Dual channel chassis has 6 premium tubes (3 dual purpose for 9 tube performance).

6161 Gretsch Dual Twin Amplifier (110 V. 60 C. A.C. Size: 23" wide, 17" high, 8½" deep....

6422 Mackintosh Open End Cover .....

THE COMPACT

Power you'd expect from a much larger amplifier. Cabinet only 15½" x 11½" high x 7½" deep, yet with big 8" Deluxe Jensen speaker. Smooth curve top mounted volume control, 2 inputs, jewel pilot light, flush mounted grille. 4-5 watts output.

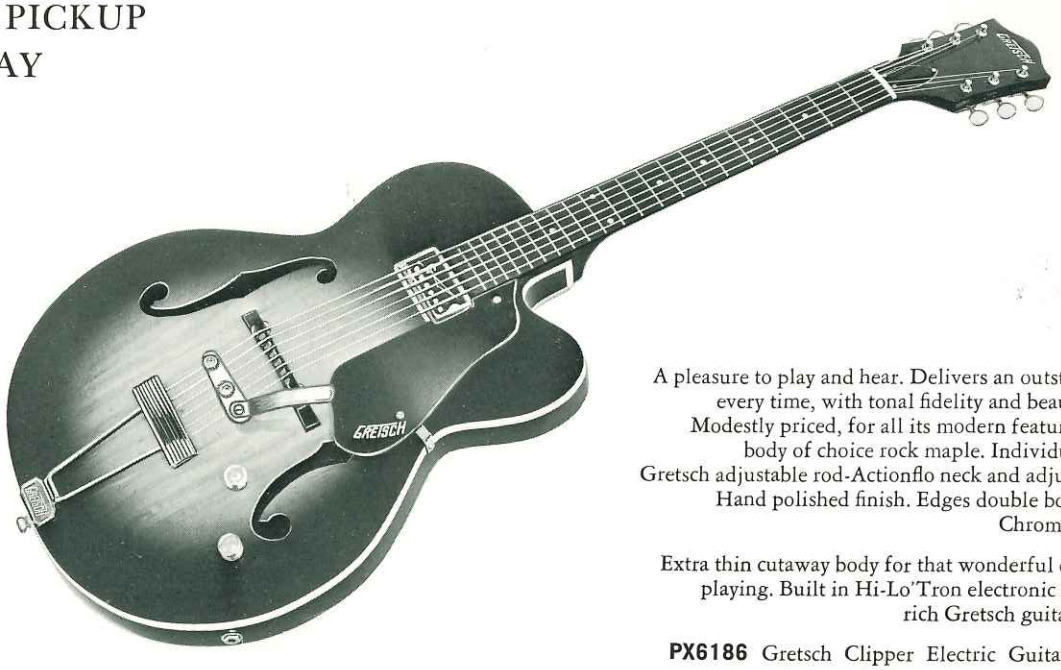
6150 Gretsch Compact Amplifier (110 V. 60 C. A.C.) .....

6150T Gretsch Compact Amplifier with Tremolo

6419 Mackintosh Open End Cover .....

CLIPPER

- EXTRA THIN HOLLOW BODY
- SINGLE PICKUP
- CUTAWAY



A pleasure to play and hear. Delivers an outstanding performance every time, with tonal fidelity and beauty you'll appreciate. Modestly priced, for all its modern features. Fully arched 16" body of choice rock maple. Individual tuning machines. Gretsch adjustable rod-Actionflo neck and adjustable ebony bridge. Hand polished finish. Edges double bound in ivory plastic. Chrome-plated metal parts.

Extra thin cutaway body for that wonderful ease of handling and playing. Built in Hi-Lo'Tron electronic head gives you pure, rich Gretsch guitar sound at all times.

PX6186 Gretsch Clipper Electric Guitar in shaded golden sunburst .....

THE PRINCESS ENSEMBLE
THE PRINCESS GUITAR

- THE *ONLY* GUITAR AND AMPLIFIER ENSEMBLE DESIGNED FOR THE FEMININE GUITARIST

Now for the first time, a guitar that is unmistakably "hers". When she's out in front of others, she'll see the admiration in their eyes. Her guitar especially finished in a variety of pastel colors — the perfect compliment to the guitarist. And available only from Gretsch her own complete ensemble, a Princess guitar with its own compact matching white amplifier and matched guitar case.

Feminine in size, light in weight, the Princess is a double cutaway, solid body guitar with carved edges. The neck is joined at the 21st fret—everything designed and scaled for her ease of playing. The white back is comfortably padded. 24-karat gold plated metal parts. Rosewood fingerboard. Adjustable truss rod neck. Gretsch Hi-Lo'Tron electric pickup. Shoulder strap is of white leather. Modern new control knobs. Adjustable metal bridge. Tone Twister for that exciting tremolo effect. Body size 13½" x 1½" x 39".

Available in the following colors: White body with Grape Pickguard — Blue body with White Pickguard — Pink body with White Pickguard — White body with Gold Pickguard.

The Princess amplifier is lightweight and compact with power you'd expect from a much larger amplifier. Deluxe Jensen 8" speaker. Smooth curve top mounted volume control, 2 inputs, jewel pilot light, and 2 amp. fuse holder. Handsome white cabinet 15½" long x 14¼" high x 7½" deep. Flush mounted grill. Ensemble consists of Princess guitar, guitar case, Princess amplifier and amplifier cover.

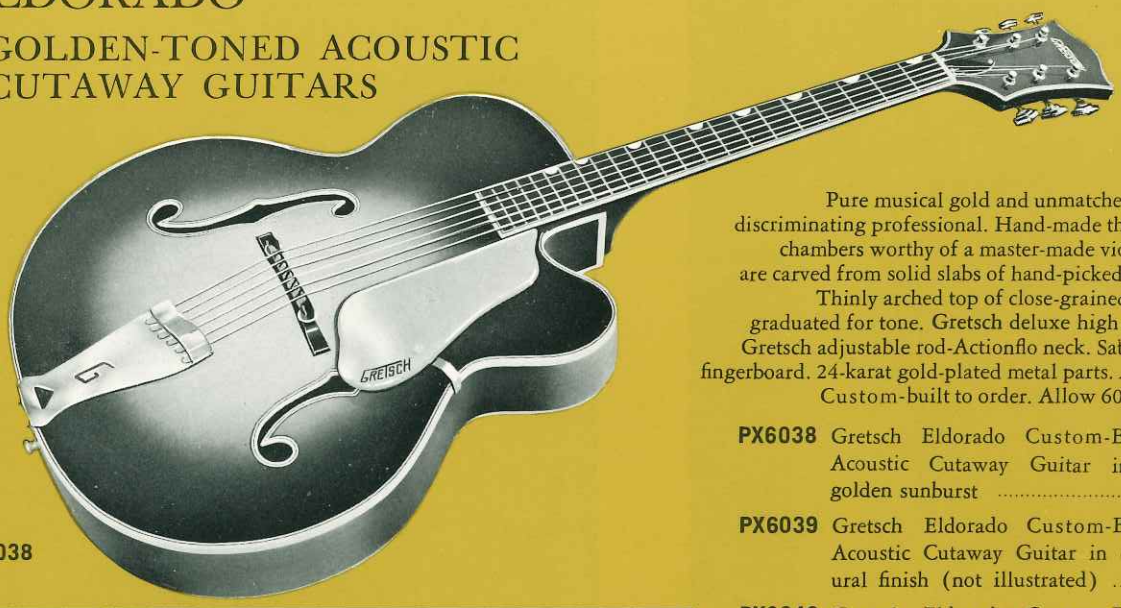
PX6060 Complete Gretsch Princess Ensemble (Princess Electric guitar, guitar case, Princess amplifier and amplifier cover) .

PX6106 Gretsch Princess Electric Guitar .....

6206 Gretsch Princess Guitar case in white ....

ELDORADO

• GOLDEN-TONED ACOUSTIC CUTAWAY GUITARS



PX6038

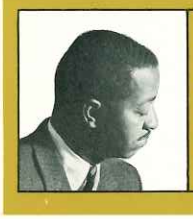
Pure musical gold and unmatched playing ease for the discriminating professional. Hand-made throughout with sound chambers worthy of a master-made violin. The guitar backs are carved from solid slabs of hand-picked "fiddle-back" maple. Thinly arched top of close-grained spruce is carved and graduated for tone. Gretsch deluxe high ratio enclosed gears. Gretsch adjustable rod-Actionflo neck. Satin ebony Neo-Classic fingerboard. 24-karat gold-plated metal parts. All "ELDORADOS" Custom-built to order. Allow 60-90 days for delivery.

PX6038 Gretsch Eldorado Custom-Built 17" Acoustic Cutaway Guitar in shaded golden sunburst .....

PX6039 Gretsch Eldorado Custom-Built 17" Acoustic Cutaway Guitar in clear, natural finish (not illustrated) .....

PX6040 Gretsch Eldorado Custom-Built 18" Acoustic Cutaway Guitar in shaded golden sunburst (not illustrated) .....

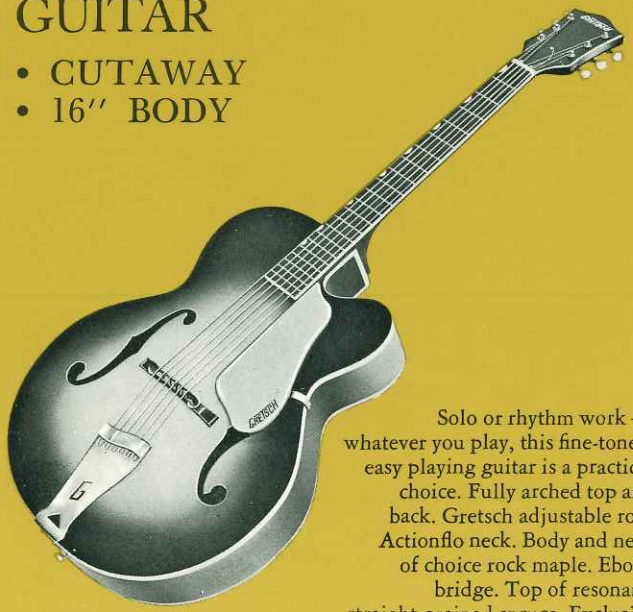
PX6041 Gretsch Eldorado Custom-Built 18" Acoustic Cutaway Guitar in clear, natural finish (not illustrated) .....



RHYTHM GUITARIST FREDDIE GREEN plays his Gretsch "Eldorado" with the Count Basie band.

CORSAIR ACOUSTIC GUITAR

• CUTAWAY
• 16" BODY

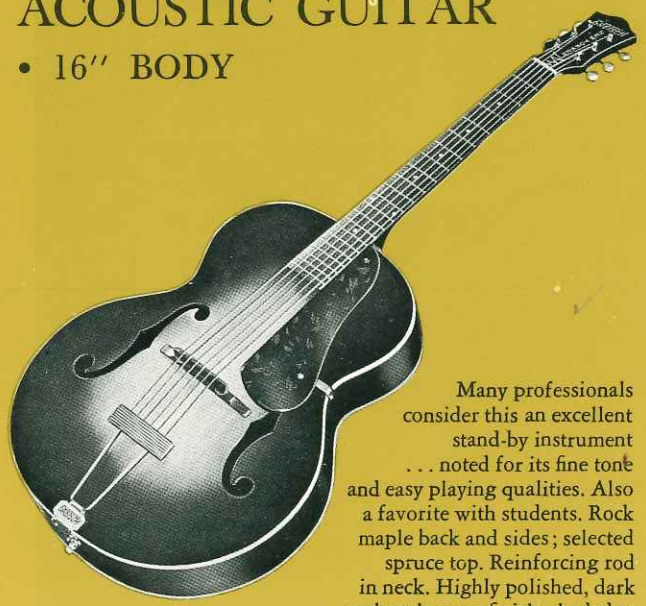


Solo or rhythm work — whatever you play, this fine-toned, easy playing guitar is a practical choice. Fully arched top and back. Gretsch adjustable rod-Actionflo neck. Body and neck of choice rock maple. Ebony bridge. Top of resonant, straight-grained spruce. Exclusive Gretsch Neo-Classic fingerboard. Chrome-plated metal parts.

PX6014 Gretsch Corsair Cutaway Acoustic Guitar in shaded golden sunburst .....

NEW YORKER ACOUSTIC GUITAR

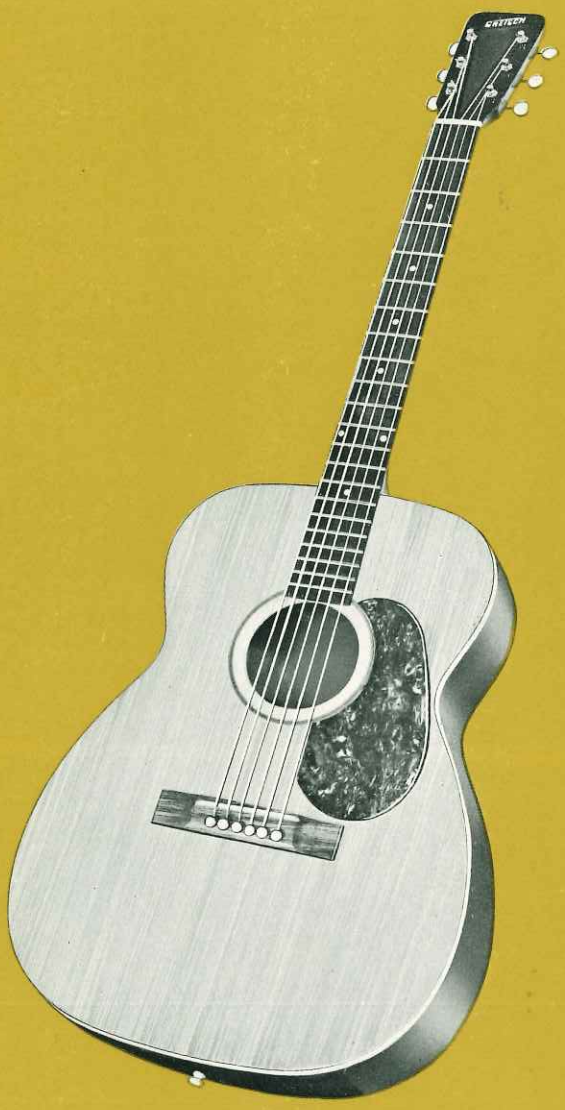
• 16" BODY



Many professionals consider this an excellent stand-by instrument . . . noted for its fine tone and easy playing qualities. Also a favorite with students. Rock maple back and sides; selected spruce top. Reinforcing rod in neck. Highly polished, dark walnut lacquer finish, shaded to golden sunburst. Body edges bound in ivory celluloid. Chrome-plated metal parts.

PX6050 Gretsch New Yorker Acoustic Guitar.

FOLK SINGING



Many folk singers consider this guitar the perfect instrument; for its rich bass and clear singing highs blend so beautifully with the singer's voice. Grand Concert size. 14½" body in choice Honduras mahogany. Natural-finished, close-grained spruce top. Gretsch adjustable rod-Actionflo neck for fast, easy playing. Rosewood fingerboard. Tortoise celluloid guard plate.

PX6003 Gretsch Folk Singing Guitar .....

RANCHER

• JUMBO

Western through and through. Extra deep, extra large 17" wide body with deep, powerful tone to match. Rock maple body and neck; close-grained mountain spruce top. Finished over-all in golden red, highly polished by hand. Rosewood finger-board. Adjustable rosewood bridge. Leather shoulder strap. 24-karat gold-plated metal parts.

PX6022 Gretsch Rancher Jumbo Flat Top Guitar

SUN VALLEY

• JUMBO

Deep, powerful tone of this super auditorium-size guitar is wonderfully effective rhythm accompaniment in country and Western bands. Popular with vocalists. Honduras mahogany body and neck in dark rosewood finish; close-grained natural finish spruce top. Rosewood fingerboard. Gretsch adjustable rod-Actionflo neck for fast, effortless playing. Chrome-plated metal parts.

PX6010 Gretsch Sun Valley Jumbo Flat Top Guitar .....

GRETSCH "CLASSIC" (HAUSER MODEL)

• A SUPREME ACHIEVEMENT IN CLASSIC GUITARS

PX6000

The Hauser model "Classic" has the rich sound and produces the subtle tonal shadings demanded by the technique of the classic guitarist.

Grand Concert size, triple ivory laminated bound top and back. Beautifully inlaid headpiece and back. Multiple inlaid purfling around sound hole — that touch of classic distinction. Back, sides and neck are mahogany. Traditional Classic measurements, construction and bracing. Finest selected close-grained spruce top. Fingerboard is selected rosewood. Finest quality nylon strings. Beautifully finished and hand polished.

PX6000 Gretsch Classic (Hauser Model) Guitar

Companion to the outstanding PX6000 CLASSIC model — the PX6001. Grand Concert size. Single bound top and back. Decorative purfling around sound hole. Mahogany back, sides and neck. Rosewood fingerboard. Nylon strings. Hand finished and polished. Ideal for folk singing and flamenco.

PX6001 Gretsch Classic (Hauser Model) Guitar (not illustrated) .....

GRETSCH PROFESSIONAL STRINGS

CUSTOM MADE FOR EVERY PLAYING STYLE

"ELECTROMATIC" FLAT WOUND STRINGS

Brilliant, easy-playing strings with excellent magnetic pickup. Superb tone . . . The low pressure string with the smooth, velvet touch. Extremely durable in service. Packed each dozen strings or each set in transparent plastic container.

PER DOZEN:

610 E or 1st (Plain strings) .....
612 B or 2nd (Plain strings) .....
614 G or 3rd (Wound strings) .....
616 D or 4th (Wound strings) .....
618 A or 5th (Wound strings) .....
620 E or 6th (Wound strings) .....
625 Complete 8-string sets ..... **SET**
(Extra 1st and 2nd)

"ELECTROMATIC" FLAT WOUND STRINGS (LIGHT GAUGE)

Same specifications as standard gauge "Electromatic" flat wound strings except manufactured in a light gauge. Packed each dozen strings or each set in transparent plastic container.

PER DOZEN:

631 E or 1st (Plain strings) .....
632 B or 2nd (Plain strings) .....
633 G or 3rd (Wound strings) .....
634 D or 4th (Wound strings) .....
635 A or 5th (Wound strings) .....
636 E or 6th (Wound strings) .....
624 Complete 8-string sets ..... **SET**
(Extra 1st and 2nd)

It is important to have the perfect match of guitar string and guitar. Guitar playing depends on this combination and on the quality of the strings. Gretsch has designed the finest strings, each individually mated to your style and guitar.

CHET ATKINS "COUNTRY STYLE" STRINGS

Thin gauge strings made to Chet Atkins' exacting specifications. Each dozen strings or complete set in transparent plastic box with plush pad. **PER DOZEN:**

660 E or 1st (Plain) .....
662 B or 2nd (Plain) .....
664 G or 3rd. (Wound) .....
666 D or 4th (Wound) .....
668 A or 5th (Wound) .....
670 E or 6th (Wound) .....
672 Complete 8-string sets ..... **SET**
(Extra 1st and 2nd)

"REGULAR" (NON-ELECTRIC) GUITAR STRINGS

A new acoustic string of the finest quality bronze. Ideal for all Flat Top and non-electric guitars. 3rd, 4th, 5th and 6th strings are wound. Same attractive packaging as the other Gretsch strings. Available only in complete sets.

690 Gretsch "Regular" non-electric guitar strings in complete 8-string sets. (Extra 1st and 2nd strings) ..... **SET**

GRETSCH "CLASSIC" STRINGS

A new classic string of the finest quality nylon. Ideal for all classic guitars. Available only in complete sets.

648 Gretsch "Classic" guitar strings in complete 7-string sets. (Extra 3rd string nylon wound) ..... **SET**

GUITAR CASES

DELUXE GUITAR CASES

Three-ply veneer body for strength. Textured fabric covering of rich black, shot with silver threads. Thick plush lining with neck rest and accessories compartment. Solid brass hardware cannot rust. Three double-action safety trunk catches, snap lock, large bumpers both bottom and rear edges.

6244 Case for 13½" solid body guitar .....

6241 Case for 16" hollow body guitar .....

6242 Case for 17" hollow body guitar .....

6243 Case for 18" hollow body guitar .....

STREAMLINER GUITAR CASES

Economy in a durable three-ply veneer case covered in two-tone charcoal gray, scuffproof material. Duveteen lining. Brass-plated snap lock, catches and bumper feet. (Not illustrated)

6225 Case for 16" full body guitar .....

6227 Case for PX6186 "Clipper" guitar .....

GRETSCH "CHET ATKINS" GUITAR CASE

(Not illustrated.) In Western motif with scuff-proof covering that looks like rawhide; tooled leather and saddle stitched edging. All features of regular Gretsch Deluxe cases.

6220 Case for Chet Atkins PX6119, PX6120 guitars .....

GRETSCH "JET CRAFT" GUITAR CASE

6218 Case for Corvette guitars .....

THE COLORFUL PAGEANT OF GRETSCH GUITARS

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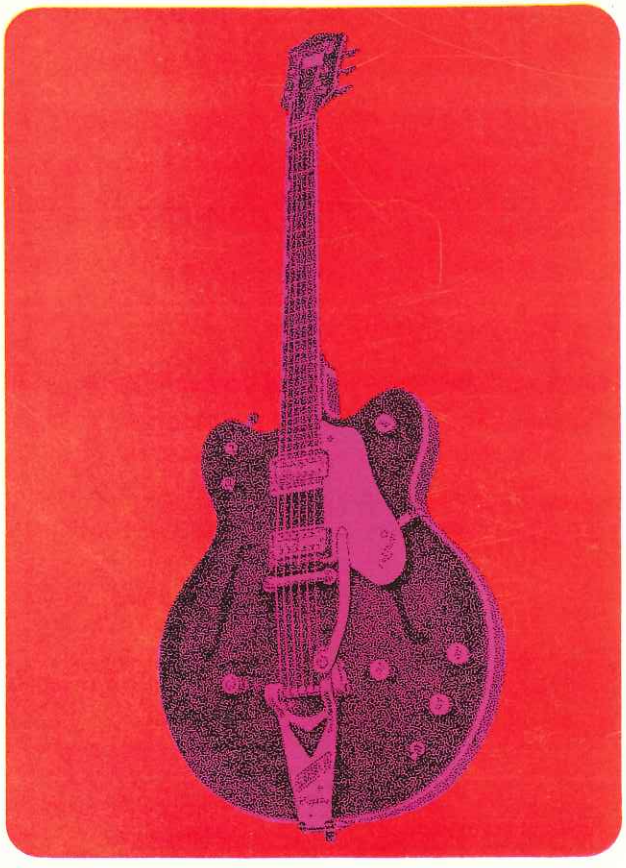
For more than three-quarters of a century, The Fred. Gretsch Mfg. Co. has been dedicated to the manufacture of fine instruments . . . making news with a host of important technical and electronic firsts . . . perfecting the "Great Gretsch Guitar" with the precise quality construction famous guitarists demand. Gretsch . . . first with the striking colors that make the Gretsch guitar a standout wherever played. First . . . with technical innovations that give you that modern ease of playing. First . . . with electronic components that guarantee the ultimate in rich resonant guitar sound.

From left to right PX 6136 White Falcon | PX6192 Country Club | PX6125 Anniversary | PX6131 Jet Firebird

GRETSCH GUITARS

ELECTRIC [Hollow•Solid] • FLAT TOP • FOLK • CLASSIC



THE FRED. GRETSCH MFG. CO.

60 Broadway, Brooklyn 11, N.Y.
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GRETSCH GUITARS

RETAIL PRICE LIST

July 1964

THE FRED. GRETSCH MFG. CO.
60 BROADWAY
BROOKLYN 11, N. Y.
218 SO. WABASH
CHICAGO 4, ILLINOIS

GRETSCH GUITARS

PX6122	Chet Atkins Country Gentlemen	$ 595.00
PX6120	Chet Atkins Hollow Body	495.00
PX6119	Chet Atkins Tennessean	350.00
PX6136	White Falcon	800.00
PX6137	White Falcon Super Projecto-sonic	1000.00
PX6192	Country Club, Sunburst	475.00
PX6193	Country Club, Natural	475.00
PX6196	Country Club, Cadillac Green	475.00
PX6124	Anniversary, Sunburst	225.00
PX6125	Anniversary, Two-Tone Smoke Green	225.00
PX6117	Double Anniversary, Sunburst	295.00
PX6118	Double Anniversary, Two-Tone Smoke Green	295.00
PX6126	"Astro-Jet", Solid Body (not illustrated)	295.00
PX6131	Jet Fire Bird	350.00
PX6128	Duo Jet	350.00
PX6132	Corvette	148.00
PX6134	Corvette with Gretsch Vibrato	185.00
PX6135	Corvette, Double Pick-up	235.00
6159	Gretsch Dual Bass Amplifier	259.50
6426	Cover	13.25
6156	Gretsch Playboy Amplifier	145.00
6421	Cover	7.75
6160	Chet Atkins Amplifier	350.00
6424	Cover	13.25

GRETSCH GUITARS

6161	Gretsch Dual Twin Amplifier	$ 175.00
6422	Cover	9.75
6150	Gretsch Compact Afplifier	65.00
6150T	Gretsch Compact Amplifier with Tremolo	89.50
6419	Cover (for 6150 and 6150T)	6.75
PX6186	Clipper	189.00
PX6060	Gretsch Princess Ensemble	260.00
PX6106	Gretsch Princess Guitar	169.00
6206	Princess Guitar Case in White	15.00
PX6038	Eldorado, 17", Sunburst	525.00
PX6039	Eldorado, 17", Natural	550.00
PX6040	Eldorado, 18", Sunburst	600.00
PX6041	Eldorado, 18", Natural	625.00
PX6014	Corsair	165.00
PX6050	New Yorker	135.00
PX6003	Folk Singing	145.00
PX6022	Rancher	275.00
PX6010	Sun Valley	220.00
PX6000	Classic (Hauser model)	200.00
PX6001	Classic (Hauser Model)	145.00
PX6005	"Ozark" Soft String (not illustrated)	220.00
PX6070	Gretsch "Electric Bass" (not illustrated)	325.00
6217	Padded Bass Bag	39.50

"ELECTROMATIC" FLAT WOUND STRINGS

610	E or 1st (Plain strings)	$ 3.60
612	B or 2nd (Plain strings)	4.20
614	G or 3rd (Wound strings)	8.40
616	D or 4th (Wound strings)	10.80
618	A or 5th (Wound strings)	12.60
620	E or 6th (Wound strings)	14.40
625	Complete 8-string sets (Extra 1st and 2nd) SET	4.50

"ELECTROMATIC" FLAT WOUND STRINGS

(LIGHT GAUGE)

631	E or 1st (Plain strings)	$ 3.60
632	B or 2nd (Plain strings)	4.20
633	G or 3rd (Wound string)	8.40
634	D or 4th (Wound strings)	10.80
635	A or 5th (Wound strings)	12.60
636	E or 6th (Wound strings)	14.40
624	Complete 8-string sets (Extra 1st and 2nd) SET	4.50

CHET ATKINS "COUNTRY STYLE" STRINGS

660	E or 1st (Plain)	$ 3.60
662	B or 2nd (Plain)	4.20
664	G or 3rd (Wound)	8.40
666	D or 4th (Wound)	10.80
668	A or 5th (Wound)	12.60
670	E or 6th (Wound)	14.40
672	Complete 8-string sets (Extra 1st and 2nd) SET	4.50

690 Gretsch "Regular" non-electric guitar strings in complete 8-string sets. (Extra 1st and 2nd strings) SET $3.75

648 Gretsch "Classic" guitar strings in complete 7-string sets. (Extra 3rd string nylon wound) SET $3.50

DELUXE GUITAR CASES

6244	Case for 13½" solid body guitar	$55.00
6241	Case for 16" hollow body guitar	$58.00
6242	Case for 17" hollow body guitar	$58.00
6243	Case for 18" hollow body guitar	$58.00

STREAMLINER GUITAR CASES

6225	Case for 16" full body guitar	$42.00
6227	Case for PX6186 "Clipper" guitar	$42.00

GRETSCH "CHET ATKINS" GUITAR CASE

6220 Case for Chet Atkins PX6119, PX6120 guitars $65.00

GRETSCH "JET CRAFT" GUITAR CASE

6218 Case for Corvette guitars $16.50